

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior version, and listings, of claims in the application:

Listing of Claims:

Amended
D.I.

Claim 1 (Currently Amended):

A method comprising:

a) transmitting a functional host with client control features to a client requesting content data;

b) transmitting at least one content page from at least one content provider, along with the functional host, to the client;

c) determining a revenue pool comprised of a plurality of advertisers, sponsors and other revenue sources prior to receiving client impressions related to content;

d) receiving client impressions related to the at least one content page through the functional host; and

e) calculating content provider revenue that is comprised of a the revenue pool of a plurality of advertisers, sponsors or other revenue sources divided by the total number of client impressions counted on the at least one content page from at least one content provider.

Claim 2 (Original):

The method of claim 1, wherein the client control features include functions to print content.

Claim 3 (Original): The method of claim 1, wherein the client control features include functions to save content.

Claim 4 (Original): The method of claim 1, wherein the client control features include functions to remotely transmit content.

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Claim 5 (Original): The method of claim 1, wherein the client control features include functions to search content.

Claim 6 (Original): The method of claim 1, wherein the client control features include functions to print, save, search, and/or transmit content.

Claim 7 (Original): The method of claim 1, wherein the counting of an impression occurs each time the client is delivered at least one content page from at least one content provider.

Claim 8 (Original): The method of claim 1, wherein the counting of an impression occurs each time the client prints at least one content page from at least one content provider.

Claim 9 (Original): The method of claim 1, wherein the counting of an impression occurs each time the client saves at least one content page from at least one content provider.

Claim 10 (Original): The method of claim 1, wherein the counting of an impression occurs each time the client remotely transmits at least one content page from at least one content provider.

Claim 11 (Original): The method of claim 1, wherein the host is always visible to the client when active.

e! Claim 12 (Original): The method of claim 1, wherein the associating of advertising content is dependent upon a client profile, preferences, content page and content location.

Claim 13 (Original): The method of claim 1, wherein the associating of advertising content is dependant on the content being accessed by the client.

Claim 14 (Original): The method of claim 1, wherein the associating of advertising content is dependant upon the at least one content page from at least one content provider delivered to the client.

Claim 15 (Original): The method of claim 1, wherein revenue pool comprises the total number of advertisement spots, multiplied by the price per advertisement.

Claim 16 (Currently Amended): A method comprising:

- b1
- a) assigning and transmitting a functional host embedded in a content page to a client;
 - b) subdividing advertising content of a plurality of advertisers according to user profiles, known content provider topics, ~~or~~ and a combination of said profiles and topics according to said functional host;
 - c) organizing each one of a plurality of subdivided advertising content into an advertising wheel; and
 - d) transmitting a plurality of advertisements in the advertising wheel in succession to the functional host.

Claim 17 (Original): The method of claim 16, wherein the serving of each advertisement wheel includes serving one advertisement through one rotation of the wheel.

Claim 18 (Original): The method of claim 16, wherein the organizing each one of a plurality of subdivided advertising content is configured so that each advertisement in the subdivided advertising content appears at the hub of the wheel.

Claim 19 (Original): The method of claim 18, wherein each advertisement on the hub is associated with at least one auxiliary advertisement wheel.

Claim 20 (Original): The method of claim 19, wherein the at least one auxiliary advertisement wheel further subdivides at least one advertisement on the hub into a plurality of advertisement types.

Claim 21 (Original): The method of claim 20, wherein the further subdivision is a locality of an advertiser.

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Claim 22 (Original): The method of claim 20, wherein the further subdivision is a transactional discount on an advertiser's product or service.

Claim 23 (Original): The method of claim 20, wherein the further subdivision is a price category of an advertiser's product(s) or service(s).

Claim 24 (Original): The method of claim 20, wherein the further subdivision is newly released product(s) or service(s) by an advertiser.

Claim 25 (Original): The method of claim 20, wherein the further subdivision is a sponsored community or charity event.

Claim 26 (Original): The method of claim 20, wherein the further subdivision is financially-related news on a company.

Claim 27 (Original): The method of claim 16, wherein the serving each advertisement is configured to serve each advertisement once before serving an advertisement again.

Claim 28 (Original): The method of claim 16, wherein the assigning of a functional host to a client includes impression activation capabilities.

b) Claim 29 (Original): The method of claim 28, wherein the inclusion of impression activation capabilities contain print, store and/or e-mail functions.

Claim 30 (Currently Amended): A method comprising:

- a) transmitting content from a plurality of content providers to a client;
- b) determining the revenue pool comprised of a plurality of advertisers, sponsors and other revenue sources prior to receiving client impressions related to content; and
- c) receiving client impressions of the content distributed by the plurality of content providers;
- d) distributing revenue from the revenue pool, wherein each content provider's share would be equal to the revenue pool divided by the total number of impressions received for each content provider.

Claim 31 (Original): The method of claim 30, wherein distributing revenue from the revenue pool is accomplished by multiplying the number of advertising spots by the price per advertisement.

Claim 32 (Original): The method of claim 30, wherein the counting of client impressions include actions where the client is delivered a content page from a content provider.

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Claim 33 (Original): The method of claim 30, wherein the counting of client impressions include actions where the client prints a content page from a content provider.

Claim 34 (Original): The method of claim 30, wherein the counting of client impressions include actions where the client saves a content page from a content provider.

Claim 35 (Original): The method of claim 30, wherein the counting of client impressions include actions where the client transmits a content page from a content provider.

Claim 36 (Original): The method of claim 30, wherein the counting of client impressions include actions where the client initiates a search from content page from a content provider.

Claim 37 (Previously Presented): The method of claim 30, wherein the counting of client impressions include actions where the client: (1) is delivered a content page from a content provider, (2) prints a content page from a content provider, (3) saves a content page from a content provider, and (4) transmits a content page from a content provider.

Claim 38 (Currently Amended): A system for providing advertiser-sponsored content in a global content center comprising:

- c)
- a) means for ~~pooling~~ determining revenue from a plurality of advertisers, sponsors ~~or~~ and other revenue sources prior to receiving client impressions related to content;
 - b) means for associating advertisements with a client profile, preference, content page ~~and/or~~ content location in the global content center;
 - c) means for serving associated advertisements to a client host;
 - d) means for counting client impressions of content on the global content center; and
 - e) means for distributing revenue from the revenue pool to content providers depending on the number of client impressions counted for each content provider.

Claim 39 (Previously Presented): The system of claim 38, wherein an impression is counted when a client: (1) is delivered a content page; (2) prints a content page; (3) saves a content page; and (4) transmits a content page.

Claim 40 (Currently Amended): A system for delivering host-based advertising comprising:

- c)
- a) means for embedding a functional host in a content page to be transmitted to a client ~~means for transmitting a functional host with a sponsor and control features to a client;~~
 - b) means for transmitting the functional host with a sponsor and control features to a client ~~means for embedding the functional host;~~
 - c) means for associating a client preference with the functional host;
 - d) means for subdividing advertising content according to the functional host;
 - e) means for organizing each one of a plurality of subdivided advertising content into an advertising wheel;
 - f) means for automatically displaying each advertisement in the advertising wheel in succession to the client according to the host.

Claim 41 (Original): The system of claim 40, wherein at least one auxiliary advertisement wheel is associated with at least one advertisement on the advertising wheel.

Claim 42 (Original): The system of claim 41, further comprising means to deliver advertisements from at least one advertisement wheel and auxiliary wheel in accordance to the host.

Claim 43 (Currently Amended): A system for advertiser-sponsored content, comprising:

- a) means for embedding a functional host in a content page to be transmitted to a client ~~means for transmitting a functional host with a sponsor and control features to a client;~~

b) means for transmitting the functional host with a sponsor and control features to the client means for embedding the functional host;

c) means for subdividing advertising content according to the functional host, content page, or to a known content provider topic;

d) means for organizing each one of a plurality of subdivided advertising content into an advertising wheel;

e) means for displaying each advertisement in the advertising wheel one at a time and in succession to a client; and

f) means for compensating content providers through the amount of client impressions collected.

Claim 44 (Currently Amended): Computer executable software code stored on a computer readable medium, comprising:

a) code to determine an advertiser-generated revenue pool comprised of a plurality of advertisers, sponsors and other revenue sources prior to receiving client impressions related to content;

~~a-b)~~ code to determine the number of client impressions on a content provider's content;

~~b-c)~~ code to access ~~a~~ the advertiser-generated revenue pool ~~of a plurality of advertisers, sponsors or and other revenue sources;~~ and

~~e-d)~~ code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool.

Claim 45 (Original): Computer executable software code stored on a computer readable medium as in claim 44, wherein further code is added to determine value of designated client activity in the content provider's content.

Claim 46 (Currently Amended): Computer executable software code stored on a computer readable medium, comprising:

- b1
- a) code to associate advertisements with a functional host, content page, ~~or~~ and to a known content provider topic;
 - b) code to serve an associated advertisement;
 - c) code to determine an advertiser-generated revenue pool comprised of plurality of advertisers, sponsors and other revenue sources prior to receiving client impressions related to content;
 - d ~~e~~) code to determine the number client impressions on a content provider's content;
 - e ~~d~~) code to determine a value of compensation for the content provider by processing client impressions in relation to ~~an~~ the advertiser-generated revenue pool determined by a plurality of advertisers, sponsors ~~or~~ and other revenue sources.

Claim 47 (Currently Amended): A method comprising:

- a) embedding in a content page a functional host with control features;

- b) associating all content from a plurality of content providers to the functional host;
and
c) processing client impression data through the control features.

Claim 48 (Original): The method of claim 47, wherein the collecting of client impression data further includes using the impression data to compensate the content providers.

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Claim 49 (Previously Presented): The method of claim 48, wherein using the impression data includes deriving a compensation value for a period by dividing the collected client impressions provider by the total number of content impressions for all content providers and multiplying the result by the advertiser-based, sponsor-based ~~or~~ and other revenue-based revenue pool.

Claim 50 (Previously Presented): The method of claim 47, wherein the processing of client impression data occurs each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from the content page; and (5) transmits a content page and where varying values can be assigned to any such client impression activity.

Claim 51 (Currently Amended): A system comprising:

- a) a memory;

b) a functional host, embedded in a content page and with control features, stored in said memory;

c) a processor disposed in communication with said memory, said processor configured to associate all content from a plurality of content providers within the functional host, transmit the functional host to a client, and process client impression data from the functional host.

Claim 52 (Original): The system of claim 51, wherein the processor processes client impression data to calculate an advertiser-based compensation value for content providers.

Claim 53 (Currently Amended): The system of claim 52, wherein the processor calculates the compensation value for a period by dividing the collected client impressions for a content provider by the total number of content impressions for all content providers and multiplying the result by the advertiser-based, sponsor-based ~~or~~ and other revenue-based revenue pool.

Claim 54 (Previously Presented): The system of claim 51, wherein the processor collects client impression data each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from a content page; and (5) transmits a content page and where varying values can be assigned to any such client impression activity..

Claim 55 (Currently Amended): A method comprising:

- b1
- a) transmitting a host embedded in a content page with a sponsor and control features to a client;
 - b) embedding the host with a sponsor and control features;
 - c) associating an advertising wheel with the sponsor;
 - d) displaying the host advertisements from the wheel targeted for the sponsor's advertising content one at a time and in succession to the client; and
 - e) collecting the client's impression data through the control features.

Claim 56 (Previously Presented): The method of claim 55, wherein the collecting of client impression data occurs each time the client: (1) is delivered a content page from a content provider; (2) prints a content page from a content provider; (3) saves a content page from a content provider; (4) initiates a search from the content page; and (5) transmits a content page from a content provider.

Claim 57 (Original): The method of claim 55, wherein the serving of host advertisements include a secondary source located in a secondary advertising wheel associated with the said advertising wheel.

Claim 58 (Original): The method of claim 57, wherein the secondary source is a locality of the sponsor.

Claim 59 (Original): The method of claim 57, wherein the secondary source is a running special on the sponsor's product(s) or service(s).

Claim 60 (Original): The method of claim 57, wherein the secondary source is a price category of an sponsor's product(s) or service(s).

Claim 61 (Original): The method of claim 57, wherein the secondary source is newly released product(s) or service(s) by the sponsor.

Claim 62 (Original): The method of claim 57, wherein the secondary source is a sponsored community or charity event(s).

Claim 63 (Original): The method of claim 57, wherein the secondary source is financially-related news on the sponsor.

Claim 64 (Currently Amended): A system comprising:

- a) a memory loaded with a web page;
- b) a revenue pool comprised of a plurality of advertisers, sponsors and other revenue sources determined prior to receiving client impression related to content;
- b-c) a functional sponsor host, loaded in the web page and transmitted to a client;

and

e-d) an advertising wheel, disposed in communication with the functional sponsor host, wherein client impressions are transmitted from the functional sponsor host in relation to the web page; ~~wherein the client's impressions being are~~ used to determine content provider revenue from a the revenue pool of a plurality of advertisers, ~~sponsors or other revenue sources.~~

Claim 65 (Previously Presented): The system of claim 64, wherein client impressions are transmitted each time the client: (1) views the web page; (2) prints the web page; (3) saves the web page; (4) initiates a search from the web page; and (5) transmits the web page.

Claim 66 (Original): The system of claim 64, wherein the advertising wheel contains a secondary source of advertisements.

Claim 67 (Original): The system of claim 66, wherein the secondary source of advertisement is a secondary advertising wheel.

Claim 68 (Original): The system of claim 66, wherein the secondary source is a locality of the sponsor.

Claim 69 (Original): The system of claim 66, wherein the secondary source is a running special on the sponsor's product(s) or service(s).

Claim 70 (Original): The system of claim 66, wherein the secondary source is a price category of a sponsor's product(s) or service(s).

Claim 71 (Original): The system of claim 66, wherein the secondary source is newly released product(s) or service(s) by the sponsor.

b' Claim 72 (Original): The system of claim 66, wherein the secondary source is a sponsored community or charity event.

Claim 73 (Original): The system of claim 66, wherein the secondary source is financially-related news on the sponsor.

Claim 74 (Currently Amended): A method comprising:

- a) transmitting a host embedded in a content page from a sponsor to a client on a network, wherein the host has a face value and can be exchanged with other clients on the network;
- b) storing the host in a memory; and
- c) transmitting the host from the client to a remote location, wherein the host provides a discount on goods or services according to the face value.

Claim 75 (Previously Presented): The method of claim 74, wherein the host may vary in value while being stored in memory.

Claim 76 (Previously Presented): The method of claim 75, wherein the value may be an interest rate.

Claim 77 (Previously Presented): The method of claim 75, wherein the value may be a time value discount.

Claim 78 (Currently Amended): A method comprising:

- a) transmitting a host embedded in a content page from a sponsor to a client on a network, wherein the host has a redemption value and can be exchanged with other clients on the network;
- b) storing the host in a memory; and
- c) transmitting the host from the client to a remote location, wherein the host provides a transactional medium, equal to the redemption value, for the client.

Claim 79 (Original): The method of claim 78, wherein the host may vary in value while being stored in memory.

Claim 80 (Original): The method of claim 78, wherein the value may be an interest rate.

Claim 81 (Original): The method of claim 78, wherein the value may be a time value discount.

Claim 82 (Currently Amended): A method comprising:

- b'
- a) transmitting a functional sponsor host embedded in a content page to a client; and
 - b) configuring an advertisement wheel to be in communication with the functional sponsor host so that each advertisement display in succession to the client corresponds with the functional host.

Claim 83 (Original): The method of claim 82, wherein the transmitting a functional sponsor host also includes transmitting transactional data to the host.

Claim 84 (Original): The method of claim 83, wherein the transmitting of transactional data relates directly to the advertisements transmitted to the client.

Claim 85 (Currently Amended): A method comprising:

- a) transmitting a functional host to a client;
- b) transmitting at least one content page from at least one content provider, along with the functional host, to the client;

c) determining a revenue pool formed by contributions from a plurality of advertisers, sponsors and other revenue sources prior to receiving client impressions related to content; and

d e) receiving client impressions related to the at least one content page through the functional host to determine content provider revenue based on a the revenue pool ~~formed by contributions from a plurality of advertisers, sponsors or and other revenue sources.~~

Claim 86 (Original): The method of claim 85, wherein the total number of client impressions received are divided into a revenue pool to establish a content provider revenue.

Claim 87 (Original): The method of claim 85, wherein transmitting the functional host further includes means to print content.

Claim 88 (Original): The method of claim 85, wherein transmitting the functional host further includes means to save content.

Claim 89 (Original): The method of claim 85, wherein transmitting the functional host further includes means to transmit content.

Claim 90 (Original): The method of claim 85, wherein transmitting the functional host further includes means to initiate a search from the content.

Claim 91 (Original): The method of claim 85, wherein transmitting the functional host further includes means to print, save, transmit, or initiate a search from the content.

Claim 92 (Currently Amended): A method comprising:

- a) determining a revenue pool comprised of a plurality of advertisers, sponsors ~~or~~ and other revenue sources prior to receiving client impressions related to content;
- b) transmitting a functional host with client control features to a client requesting content data;
- c) transmitting at least one content page from at least one content provider, along with the functional host, to the client; ~~and~~
- d) receiving client impressions related to the at least one content page through the functional host; and
- e) calculating content provider revenue that is comprised of the revenue pool divided by the total number of client impressions counted on the at least one content page from at least one content provider, ~~wherein the determination of the of the revenue pool is done prior to receiving client impressions.~~

Claim 93 (Currently Amended): A method comprising:

- a) determining the revenue pool comprised of a plurality of advertisers, sponsors and other revenue sources prior to receiving client impressions related to content;
- b) transmitting content from a plurality of content providers to a client;

c) receiving client impressions of the content distributed by the plurality of content providers; and

d) distributing revenue from the revenue pool, each content provider's share being equal to the revenue pool divided by the total number of impressions received for each content provider, ~~wherein the determination of the revenue pool is done prior to receiving the client impressions.~~

b' Claim 94 (Currently Amended): A system for providing advertiser-sponsored content in a global content center comprising:

a) means for ~~pooling~~ determining revenue from a plurality of advertisers, sponsors ~~or~~ and other revenue sources prior to receiving client impressions related to content;

b) means for associating advertisements with a client profile, preference, content page and ~~or~~ content location in the global content center;

c) means for serving associated advertisements to a client host;

d) means for counting client impressions of content on the global content center; and

e) means for distributing revenue from the revenue pool to content providers depending on the number of client impressions counted for each content provider, ~~wherein the revenue pool is determined prior to receiving the client impressions.~~

Claim 95 (Currently Amended): Computer executable software code stored on a computer readable medium, comprising:

a) code to determine an advertiser-generated revenue pool comprised of a plurality of advertisers, sponsors or revenue sources prior to receiving client impressions related to content;

b) code to determine the number client impressions received on a content provider's content; and

c) code to access the advertiser-generated revenue pool of a plurality of advertisers, sponsors ~~or~~ and revenue sources;

d) code to determine a value of compensation for the content provider by processing client impressions in relation to the advertiser-generated revenue pool, ~~wherein the determination of the revenue pool is determined prior to receiving client impressions.~~

b'
Claim 96 (Currently Amended): Computer executable software code stored on a computer readable medium, comprising:

a) code to determine an advertiser-generated revenue pool comprised of a plurality of advertisers, sponsors ~~or~~ and other revenue sources prior to receiving client impressions related to content;

b) code to associate advertisements with a functional host, content page, ~~or~~ and to a known content provider topic;

c) code to serve an associated advertisement; and

d) code to determine the number client impressions received on a content provider's content, and

e) code to determine a value of compensation for the content provider by processing client impressions in relation to an advertiser-generated revenue pool, ~~wherein the determination of a total revenue in the revenue pool is done prior to receiving client impressions.~~

Claim 97 (Currently Amended): A system comprising:

a) a means for ~~pooling~~ determining revenue from a plurality of advertisers, sponsors ~~or and~~ other revenue sources prior to receiving client impressions related to content;

b) a memory loaded with a web page;

b) c) a functional sponsor host, loaded in the web page; and

d) d) an advertising wheel, disposed in communication with the functional sponsor host that determines and transmits a plurality of client impressions from the functional sponsor host in relation to the web page to determine content provider revenue from the revenue pool, ~~wherein the revenue pool is determined prior to determining the plurality of client impressions.~~

Claim 98 (Currently Amended): A method comprising:

a) determining a revenue pool formed by contributions from a plurality of advertisers, sponsors and other revenue sources prior to receiving client impressions related to content;

a b) transmitting a functional host to a client;

b c) transmitting at least one content page from at least one content provider, along with the functional host, to the client; and

e d) receiving client impressions related to the at least one content page through the functional host to determine content provider revenue based on a the revenue pool ~~formed by contributions from a plurality of advertisers, sponsors or other revenue sources, wherein a the revenue pool is determined prior to receiving client impressions.~~